

ESTTA Tracking number: **ESTTA419710**

Filing date: **07/14/2011**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	Shure Incorporated
Granted to Date of previous extension	07/20/2011
Address	5800 West Touhy Avenue Niles, IL 60714 UNITED STATES

Attorney information	Katherine L. Fink Banner & Witcoff, Ltd. 10 S. Wacker Dr., Suite 3000 Chicago, IL 60606 UNITED STATES kfink@bannerwitcoff.com, bwptotm@bannerwitcoff.com, bwlitdocket@bannerwitcoff.com, hminsker@bannerwitcoff.com, sdease@bannerwitcoff.com Phone:312-463-5000
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Applicant Information

Application No	85009106	Publication date	03/22/2011
Opposition Filing Date	07/14/2011	Opposition Period Ends	07/20/2011
Applicants	<p>Sequinot, Abimael 1226 Hoe Avenue Bronx, NY 10459 UNITED STATES</p> <p>Oviedo, Pedro 1226 Hoe Avenue Bronx, NY 10459 UNITED STATES</p> <p>Echeverria, Anthony 1226 Hoe Avenue Bronx, NY 10459 UNITED STATES</p> <p>Akins, Steve 1226 Hoe Avenue Bronx, NY 10459 UNITED STATES</p>		

Goods/Services Affected by Opposition


Class 041. First Use: 2009/08/00 First Use In Commerce: 2009/08/00

All goods and services in the class are opposed, namely: Audio recording and production; Entertainment services, namely, providing a web site featuring photographic, video and prose presentations featuring musical entertainment; Entertainment, namely, live performances by a musical band; Song writing services

Grounds for Opposition

Priority and likelihood of confusion	Trademark Act section 2(d)
Dilution	Trademark Act section 43(c)

Mark Cited by Opposer as Basis for Opposition

U.S. Registration No.	2163185	Application Date	05/20/1996
Registration Date	06/09/1998	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	The mark consists of a design of a microphone, specifically, the housing having an arrangement of eight generally horizontal parallel slots around the middle portion of the housing and six generally vertical parallel slots on the top and bottom of the housing.		
Goods/Services	Class 009. First use: First Use: 1951/00/00 First Use In Commerce: 1951/00/00 microphones		

Attachments	75106877#TMSN.gif (1 page)(bytes) Notice of Opposition SN 85009106.pdf (9 pages)(291087 bytes)
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Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/Katherine L. Fink/
Name	Katherine L. Fink
Date	07/14/2011

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the Matter of Trademark Applicants)
Abimael Sequinot)
Pedro Oviedo)
Anthony Echeverria)
Steve Akins)
)
Mark: SOUL-SA PRODUCTIONS and Design)
)
Serial No.: 85/009,106)
)
Filed: April 8, 2010)
)
Published in the Official Gazette dated March 22, 2011)
_____)
SHURE INCORPORATED,)
Opposer,)
vs.)
)
ABIMAEL SEQUINOT)
PEDRO OVIEDO)
ANTHONY ECHEVERRIA)
STEVE AKINS,)
Applicants.)
_____)

Opposition No. _____

NOTICE OF OPPOSITION

Sir:

Opposer, Shure Incorporated, whose address is 5800 West Touhy Avenue, Niles, Illinois, 60714-4608, believes it will be damaged by registration of the above-identified mark (hereinafter “Applicant’s Mark”) and hereby opposes the same.

The grounds for the opposition are as follows:








1. Opposer is the owner of U.S. Trademark Registration No. 2,163,185, issued on June 9, 1998, for a mark consisting of “...a design of a microphone, specifically, the housing having an arrangement of eight generally horizontal parallel slots around the middle portion of the housing and six generally vertical parallel slots on the top and bottom of the housing.” A copy of Registration No. 2,163,185 is attached as Exhibit 1, and the mark as shown in the registration is as follows:

Reg. No. 2163185



2. The mark shown in Registration No. 2,163,185 (hereinafter the “55SH Design Mark” or “Opposer’s Mark”) is the configuration of goods known by Opposer’s trademark “55SH” and said configuration mark has been in use continuously in interstate commerce since at least as early as 1951.

3. Shure has brought other successful oppositions based on the 55SH Design Mark, including the following:

	<p>SN 78440605 Opp. No. 91172313</p>
	<p>SN 76438405 Opp. No. 91157778</p>
	<p>SN 78802022 Opp. No. 91175285</p>
	<p>SN 78967404 Opp. No. 91179026</p>
	<p>SN 77145347 Opp. No. 91182265</p>
	<p>SN 77178685 Opp. No. 91182264</p>
	<p>SN 77352323 Opp. No. 91185874</p>

	SN 78794202 Opp. No. 91187658
	SN 77759438 Opp. No. 91193922
	SN 85016660 Opp. No. 91196595

Opposition Nos. 91172313, 91179026, 91182264, and 91193922 were terminated with the voluntary withdrawal of the application by the Applicant; Opposition Nos. 91157778, 91175285, 91182265, 91185874, and 91196595 resulted in decisions sustaining the oppositions; and Opposition No. 91187658 was terminated with the voluntary amendment of the application by the Applicant.

4. Applicant seeks to register a design mark in the opposed application, No. 85/009,106, that consists of the words SOUL-SA PRODUCTIONS and the design of a microphone that is virtually identical to Opposer's 55SH Design Mark. Applicant's Mark incorporates Opposer's registered 55SH Design Mark, without Opposer's permission, and Opposer's Mark forms the dominant part of the image shown in the opposed mark, as shown below:

SN 85/009,106



5. The opposed application, No. 85/009,106, was filed on April 8, 2010, pursuant to Section 1(a) of the Trademark Act, based on Applicant's alleged date of first use in interstate commerce of the mark on August 2009.

6. Applicant seeks to register its mark for "Audio recording and production; Entertainment services, namely, providing a web site featuring photographic, video and prose presentations featuring musical entertainment; Entertainment, namely, live performances by a musical band; Song writing services" in International Class 041.

7. Opposer's 55SH Design Mark is known and widely used in the entertainment and music industry and widely recognized by the general public.

8. As a result of Opposer's and its predecessors' long use and registration of its 55SH Design Mark, Opposer has developed substantial goodwill in said mark, and the public has come to associate the 55SH Design Mark with the microphones of Opposer.

9. Applicant's Mark, which is dominated by a microphone that is virtually identical to Opposer's registered 55SH Design Mark, so nearly resembles Opposer's Mark, that when the

mark is applied to the services identified in Applicant's application in International Class 041, it is to be likely to be confused with Opposer's mark. Applicant's mark is deceptively similar to Opposer's Mark, so as to cause confusion and to lead to deception as to the origin of Applicant's goods bearing Applicant's mark. As such, Applicant's use and registration of its mark will inevitably lead to confusion, to mistake, or to deception of the public within the meaning of Section 2(d) of the Trademark Act of 1946, as amended, all to Opposer's grave and irreparable damage.

10. As a further ground for opposition, Opposer's registered 55SH Design Mark, which has been in use in commerce for more than fifty years, is famous within the meaning of Lanham Act Section 43(c), 15 USC 1125(c). Opposer's Mark became famous prior to the date when Applicant commenced any use of Applicant's Mark, and prior to the filing date of the application for Applicant's Mark. Applicant's use of its mark, which incorporates Opposer's famous mark in its entirety, causes dilution by lessening the capacity of Opposer's Mark to identify and distinguish Opposer's goods, in violation of Section 43(c), 15 USC 1125(c) of the Lanham Act.

11. If Applicant is permitted to register its mark, the registration would give Applicant a prima facie exclusive right to the use of Applicant's Mark for the goods set forth in the application. Such registration would damage and injure Opposer.

12. By reason of the foregoing, Applicant's registration of the design mark herein opposed will cause injury and damage to Opposer's rights to its registered 55SH Design Mark and to its use thereof described above.

WHEREFORE, Opposer respectfully prays that the present opposition be sustained and that the registration sought by the Applicant be refused.

Please charge the statutory fee of \$300 to our firm's deposit account, No. 19-0733.

Please also charge any additional fees, or credit any overpayments, to our firm's deposit account, No. 19-0733.

Respectfully submitted,
BANNER & WITCOFF, LTD.
Attorneys for Opposer

Date: July 14, 2011

By: /Katherine L. Fink/
Helen Hill Minsker
J. Pieter van Es
Katherine L. Fink
10 South Wacker Drive, Suite 3000
Chicago, Illinois 60606
Telephone: 312-463-5000

Enclosure: Exhibit 1
Copy of Reg. No. 2,163,185

CERTIFICATE OF SERVICE

I hereby certify that on this 14th day of July, 2011, a copy of the foregoing Notice of Opposition was served on Applicant, by first class mail, postage prepaid, addressed as follows:

ROBERT G. LOPEZ
RGL CONSULTING GROUP
230 CLINTON ST APT 11C
NEW YORK, NY 10002-7523

/Katherine L. Fink/

Exhibit 1

Int. Cl.: 9

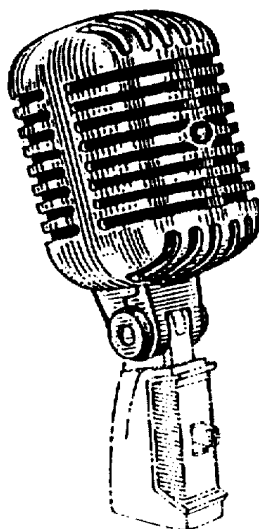
Prior U.S. Cls.: 21, 23, 26, 36 and 38

Reg. No. 2,163,185

United States Patent and Trademark Office

Registered June 9, 1998

**TRADEMARK
PRINCIPAL REGISTER**



SHURE BROTHERS, INC. (ILLINOIS CORPORATION)
222 HARTREY AVENUE
EVANSTON, IL 602043696

FOR: MICROPHONES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 0-0-1951; IN COMMERCE 0-0-1951.

THE LINING IN THE DRAWING IS USED TO INDICATE SHADING TO SHOW THE MARK IN THREE DIMENSIONAL FORM.

THE MARK CONSISTS OF A DESIGN OF A MICROPHONE, SPECIFICALLY, THE HOUS-

ING HAVING AN ARRANGEMENT OF EIGHT GENERALLY HORIZONTAL PARALLEL SLOTS AROUND THE MIDDLE PORTION OF THE HOUSING AND SIX GENERALLY VERTICAL PARALLEL SLOTS ON THE TOP AND BOTTOM OF THE HOUSING.

SEC. 2(F).

SER. NO. 75-106,877, FILED 5-20-1996.

ANDREW LAWRENCE, EXAMINING ATTORNEY